



T E C H R E S U L T S

**FOR IMMEDIATE RELEASE**

**Chumash Casino Resort to Upgrade Existing BI, CRM Products from Tech Results**

*Newest versions of WAGER®, Host VIP!® to provide greater functionality, usage for enterprise*

Las Vegas, NV (October 2009) – Chumash Casino Resort, located in Santa Barbara County, California, has chosen to upgrade its WAGER® and Host VIP!® software from Tech Results. The resort will also install additional WAGER modules. The upgrades and new modules will provide Chumash with the most reliable and comprehensive suite of business intelligence (BI) and customer relationship management (CRM) solutions available to the gaming industry.

Prior to the agreement, the resort utilized an older version of the following WAGER modules: Patron Revenue, Slot Revenue, Player Development Impact and Table Games Revenue. The upgrade of these modules and the addition of the Group Impact, Free Play Expansion Pack and Hotel Impact modules will aid in the strategic management and analysis of Chumash.

“Chumash has made a strong statement in regards to the quality of our software and the five-star service that we provide to our clients,” said Lars Klander, CEO and president of Tech Results. “The latest version of WAGER showcases increased functionality and user-friendly options while providing new levels of insight into the day-to-day and overall health of the enterprise. Improved goals framework and a detailed player search screen that can be easily exported will make the new version of Host VIP! an essential tool for the player development team at Chumash.”

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**Tech Results** has provided innovative business intelligence and customer relationship management software solutions for the gaming and hospitality industry since 1998. Headquartered in Las Vegas, Nevada with satellite offices in Shreveport, Louisiana and Macau SAR, China, the company’s 100-plus team members are focused upon providing the best software support in the industry with exceptional help desk support and an ongoing commitment to our customers’ success at both a strategic and operational level. To learn more about Tech Results and its suite of business intelligence and customer relationship management products, visit [www.techresults.com](http://www.techresults.com).

**Chumash Casino Resort** is located in Santa Barbara County, California, between Los Angeles and San Francisco, in the heart of the beautiful Santa Ynez Valley wine country. The resort features 94,000 square feet of gaming, 2,000 slot machines, 40 table games, a 14-table poker room and a 1,000 seat smoke-free bingo room. The resort also features three dining venues, a AAA Four-Diamond rated hotel restaurant, a full-service spa and state-of-the-art showroom featuring top entertainers. For more information, visit [www.chumashcasino.com](http://www.chumashcasino.com) or call 1.800.CHUMASH (1.800.248.6274).

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